

## What is an Ounce Equivalent?

The Dietary Guidelines for Americans use the term "ounce equivalent" instead of the word serving, as in "eat at least three ounce-equivalents of whole grain every day."

The Whole Grains Council (along with many other organizations) says "eat at least three 16g servings of whole grain every day" because ounce-equivalents may confuse some people.

## 16 GRAMS VS. 28 GRAMS (ONE OUNCE)

An ounce is just over 28 grams. So which one is a serving -- 16 grams or 28 grams?

They are both correct. A whole grain serving is EITHER

one ounce (28g) of a 100% whole grain food in its ready-to-eat form OR

the amount of food containing 16g of whole grain ingredients

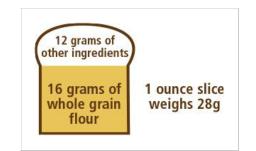
## FOR EXAMPLE...

An example helps illustrate this (see diagram above). A slice of 100% whole grain bread weighing one ounce, for instance, contains about 16 grams of whole grains - with the other 12 grams being water, sugar, fat and other ingredients.

The slice is an "ounce-equivalent" of bread - but it contains 16g of whole grain ingredients.

## LOOK FOR THE WHOLE GRAIN STAMP

You may find it easier simply to look for the Whole Grain Stamp. Because the Stamp states the amount of whole grain ingredients in a serving of each food, it makes things simple, whether you're eating foods that are 100% whole grain or foods containing a mix of whole and refined grains.



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